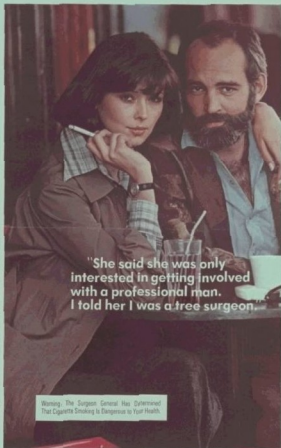


# MULTIFILTER. 20 VERY MODERN CIGARETTES.



"She said she was only  
interested in getting involved  
with a professional man.  
I told her I was a tree surgeon."

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.

"Tree Surgeon"  
0707-014 A (Offset)  
Pg. 4/c Bl.  
Penthouse-Oct. '73  
World Tennis-Aug. '73  
Wells, Rich, Greene, Inc.



Regular or Mild

From the feel of the pack,  
to the design of the filter,  
to the taste of the tobacco.

**MULTIFILTER.**  
20 VERY MODERN CIGARETTES.

Mild 11 mg. "tar," 0.9 mg. nicotine  
Average 14 mg. "tar," 1.1 mg. nicotine  
av. per cigarette. FTC Report, Feb. 73.

